

# Market Research Abstracts

Volume 19

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## **JOURNALS & SOURCES CONSULTED**

Abstracts in this issue have been derived from the following journals and other sources. American journals are marked with an asterisk.

### **RESEARCH**

Market Research Society Annual Conference papers

European Research

Journal of the Market Research Society (JMRS)

IMRA Journal

\*Journal of Advertising Research

\*Journal of Marketing Research

Operational Research Quarterly

\*Operations Research

### **STATISTICAL**

\*American Statistician

Bulletin of the Oxford University Institute of Economics & Statistics

\*Journal of the American Statistical Association

Journal of the Royal Statistical Society    Series A (General)  
Series C (Applied Statistics)

The Statistician

Statistical News

### **PSYCHOLOGICAL/SOCIOLOGICAL**

\*American Journal of Sociology

\*Behavioral Science

British Journal of Psychology

British Journal of Social & Clinical Psychology

British Journal of Mathematical & Statistical Psychology

British Journal of Sociology

\*Educational & Psychological Measurement

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## JOURNALS & SOURCES CONSULTED (continued)

### **PSYCHOLOGICAL/SOCIOLOGICAL cont'd**

Human Relations

\*Journal of Abnormal Psychology

\*Journal of Personality & Social Psychology

\*Journal of Applied Psychology

\*Journal of Social Issues

Occupational Psychology

\*Psychological Bulletin

\*Psychological Review

### **ECONOMICS/MARKETING/ADVERTISING/ BUSINESS MANAGEMENT**

ADMAP

Advertising Quarterly

European Journal of Marketing

\*Harvard Business Review

Journal of Industrial Economics

\*Journal of Marketing

Management Decision

\*Management Science

National Institute Economic Review

\*Public Opinion Quarterly

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City Business Library

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Business School

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in Advertising

London Graduate School of  
Business Studies

London School of Economics

Royal Statistical Society

Tavistock Institute of Human  
Relations

University of London (Goldsmiths  
Library)

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## Research

### Esomar/Wapor Congress papers

## European Research

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\*Journal of Marketing Research

Operational Research Quarterly

\*Operations Research

## Statistical

\*American Statistician

Bulletin of the Oxford University Institute of Economics &amp; Statistics

\*Journal of the American Statistical Association

Journal of the Royal Statistical Society Series A (General)  
Series C (Applied Statistics)

## The Statistician

## Statistical News

## Psychological/Sociological

\*American Journal of Sociology

\*Behavioral Science

British Journal of Psychology

British Journal of Social &amp; Clinical Psychology

British Journal of Mathematical &amp; Statistical Psychology

British Journal of Sociology

### \*Educational & Psychological Measurement

JOURNALS & SOURCES CONSULTED (continued)

**Psychological/Sociological (continued)**

Human Relations

- \*Journal of Abnormal Psychology
- \*Journal of Personality & Social Psychology
- \*Journal of Applied Psychology
- \*Journal of Social Issues
- Occupational Psychology
- \*Psychological Bulletin
- \*Psychological Review

**Economics/Marketing/Advertising/  
Business management**

ADMAP

- Advertising Quarterly
- European Journal of Marketing
- \*Harvard Business Review
- Journal of Industrial Economics
- \*Journal of Marketing
- Management Decision
- \*Management Science
- National Institute Economic Review
- \*Public Opinion Quarterly

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Royal Statistical Society · Tavistock Institute of Human Relations  
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